

DELEGATED DECISION

- Please select each of the categories that enables this application to be determined under delegated powers
 - Criteria 1 to 5 or criteria 7 to 9 must be addressed for all categories of application, except for applications for Certificates of Lawfulness, etc.

APPROVAL RECOMMENDED: GENERAL

Select Option

- | | |
|--|--------------------------|
| 1. No valid planning application objection in the form of a petition of 20 or more signatures, has been received | <input type="checkbox"/> |
| 2. Application complies with all relevant planning policies and is acceptable on planning grounds | <input type="checkbox"/> |
| 3. There is no Committee resolution for the enforcement action | <input type="checkbox"/> |
| 4. There is no effect on listed buildings or their settings | <input type="checkbox"/> |
| 5. The site is not in the Green Belt (but see 11 below) | <input type="checkbox"/> |

REFUSAL RECOMMENDED: GENERAL

- | | |
|--|--------------------------|
| 6. Application is contrary to relevant planning policies/standards | <input type="checkbox"/> |
| 7. No petition of 20 or more signatures has been received | <input type="checkbox"/> |
| 8. Application has not been supported independently by a person/s | <input type="checkbox"/> |
| 9. The site is not in Green Belt (but see 11 below) | <input type="checkbox"/> |

RESIDENTIAL DEVELOPMENT

- | | |
|--|--------------------------|
| 10. Single dwelling or less than 10 dwelling units and/or a site of less than 0.5 ha | <input type="checkbox"/> |
| 11. Householder application in the Green Belt | <input type="checkbox"/> |

COMMERCIAL, INDUSTRIAL AND RETAIL DEVELOPMENT

- | | |
|--|--------------------------|
| 12. Change of use of retail units on site less than 1 ha or with less than 1000 sq m other than a change involving a loss of A1 uses | <input type="checkbox"/> |
| 13. Refusal of change of use from retail class A1 to any other use | <input type="checkbox"/> |
| 14. Change of use of industrial units on site less than 1 ha or with less than 1000sq.m. of floor space other than to a retail use. | <input type="checkbox"/> |

CERTIFICATE OF LAWFULNESS

- | | |
|---|--------------------------|
| 15. Certificate of Lawfulness (for proposed use or Development) | <input type="checkbox"/> |
| 16. Certificate of Lawfulness (for existing use or Development) | <input type="checkbox"/> |
| 17. Certificate of Appropriate Alternative Development | <input type="checkbox"/> |

CERTIFICATE OF LAWFULNESS

- | | |
|---|--------------------------|
| 18. ADVERTISEMENT CONSENT (excluding Hoardings) | <input type="checkbox"/> |
| 19. PRIOR APPROVAL APPLICATION | <input type="checkbox"/> |
| 20. OUT-OF-BOROUGH OBSERVATIONS | <input type="checkbox"/> |
| 21. CIRCULAR 18/84 APPLICATION | <input type="checkbox"/> |
| 22. CORPSEWOOD COVENANT APPLICATION | <input type="checkbox"/> |
| 23. APPROVAL OF DETAILS | <input type="checkbox"/> |
| 24. ANCILLARY PLANNING AGREEMENT (S.106 or S.278) where Heads of Terms have already received Committee approval | <input type="checkbox"/> |
| 25. WORKS TO TREES | <input type="checkbox"/> |
| 26. OTHER (please specify) | <input type="checkbox"/> |

The delegation powers schedule has been checked. Director of Residents Services can determine this application.

Case Officer

Signature:

Date:

A delegated decision is appropriate and the recommendation, conditions/reasons for refusal and informatives are satisfactory.

Team Manager:

Signature:

Date:

The decision notice for this application can be issued.

Director / Member of Senior Management Team:

Signature:

Date:

NONE OF THE ABOVE DATES SHOULD BE USED IN THE PS2 RETURNS TO THE ODPM

Item No. **Report of the Head of Planning, Building Control, Sport & Green Spaces**

Address 127-133 FIELD END ROAD EASTCOTE PINNER

Development: Installation of new shopfront involving alterations to elevations

LBH Ref Nos: **7135/APP/2015/3141**

Drawing Nos: 140581/P(1)11 Rev. A
 140581/P(1)10
 140581/P(1)19
 140581/P(1)21
 140581/P(1)12 Rev. A
 140581/P9(1)18
 140581/P(1)17
 140581/P(1)20

Date Plans received : 07/09/2015

Date(s) of Amendment(s):

Date Application Valid: 07/09/2015

1. **SUMMARY**

It is considered that the proposed installation of the new shop front and the change of materials to the rear elevation, combined with the proposed installation of 11 x various illuminated and non illuminated signs (planning application reference number: 7135/ADV/2015/64/ADV, which is currently being assessed) is considered to be acceptable, and complies with Policy BE28 of the Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012), which states 'new shop fronts will only be permitted where their design and materials harmonise with the architectural composition of individual buildings or improve the character of the area'.

Therefore it is recommended that this application be approved.

2. **RECOMMENDATION**

APPROVAL subject to the following:

1 COM3 Time Limit

The development hereby permitted shall be begun before the expiration of three years from the date of this permission.

REASON

To comply with Section 91 of the Town and Country Planning Act 1990.

2 HO2 Accordance with approved

The development hereby permitted shall not be carried out except in complete accordance with the details shown on the submitted plans, numbers 140581 P(1)11 Rev.A, 140581 p(1)17, 140581 P(1)20 and 140581 P(1)21.

REASON

To ensure the development complies with the provisions of the Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012) and the London Plan (2015).

INFORMATIVES

1 I52 Compulsory Informative (1)

The decision to GRANT planning permission has been taken having regard to all relevant planning legislation, regulations, guidance, circulars and Council policies, including The Human Rights Act (1998) (HRA 1998) which makes it unlawful for the Council to act incompatibly with Convention rights, specifically Article 6 (right to a fair hearing); Article 8 (right to respect for private and family life); Article 1 of the First Protocol (protection of property) and Article 14 (prohibition of discrimination).

2 I53 Compulsory Informative (2)

The decision to GRANT planning permission has been taken having regard to the policies and proposals in the Hillingdon Unitary Development Plan Saved Policies (September 2007) as incorporated into the Hillingdon Local Plan (2012) set out below, including Supplementary Planning Guidance, and to all relevant material considerations, including the London Plan (2015) and national guidance.

BE28 Shop fronts - design and materials

DAS-SF Shopfronts, Hillingdon Design & Access Statement, Supplementary Planning Document, adopted July 2006

3 I59 Councils Local Plan : Part 1 - Strategic Policies

On this decision notice policies from the Councils Local Plan: Part 1 - Strategic Policies appear first, then relevant saved policies (referred to as policies from the Hillingdon Unitary Development Plan - Saved Policies September 2007), then London Plan Policies (2015). On the 8th November 2012 Hillingdon's Full Council agreed the adoption of the Councils Local Plan: Part 1 - Strategic Policies. Appendix 5 of this explains which saved policies from the old Unitary Development (which was subject to a direction from Secretary of State in September 2007 agreeing that the policies were 'saved') still apply for development control decisions.

4 I47 Damage to Verge - For Council Roads:

The Council will recover from the applicant the cost of highway and footway repairs, including damage to grass verges.

Care should be taken during the building works hereby approved to ensure no damage occurs to the verge or footpaths during construction. Vehicles delivering materials to this development shall not override or cause damage to the public footway. Any damage will require to be made good to the satisfaction of the Council and at the applicant's expense.

For further information and advice contact - Highways Maintenance Operations, Central Depot - Block K, Harlington Road Depot, 128 Harlington Road, Hillingdon, Middlesex, UB3 3EU (Tel: 01895 277524).

5 I2 Encroachment

You are advised that if any part of the development hereby permitted encroaches by either its roof, walls, eaves, gutters, or foundations, then a new planning application will have to be submitted. This planning permission is not valid for a development that results in any form of encroachment.

6 I5 Party Walls

The Party Wall Act 1996 requires a building owner to notify, and obtain formal agreement from, any adjoining owner, where the building owner proposes to:

carry out work to an existing party wall;

build on the boundary with a neighbouring property;

in some circumstances, carry out groundworks within 6 metres of an adjoining building.

Notification and agreements under this Act are the responsibility of the building owner and are quite separate from Building Regulations, or Planning Controls. The Building Control Service will assume that an applicant has obtained any necessary agreements with the adjoining owner, and nothing said or implied by the Council should be taken as removing the necessity for the building owner to comply fully with the Party Wall Act. Further information and advice is to be found in "the Party Walls etc. Act 1996 - explanatory booklet" published by the ODPM, available free of charge from the Residents Services Reception Desk, Level 3, Civic Centre, Uxbridge, UB8 1UW.

7 I6 Property Rights/Rights of Light

Your attention is drawn to the fact that the planning permission does not override property rights and any ancient rights of light that may exist. This permission does not empower you to enter onto land not in your ownership without the specific consent of the owner. If you require further information or advice, you should consult a solicitor.

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A licence will be required for the sign over hanging the highway. Please see <http://www.hillingdon.gov.uk/article/22721/Projections-over-a-highway>

3. CONSIDERATIONS

3.1 Site and Locality

The application site relates to a foodstore, located on Field End Road. Field End Road is busy road in Eastcote, and consists of both commercial and residential units. The application property is currently vacant. Most of the buildings on Field End Road consist of commercial units at ground floor level, and residential units at both first floor and second floor levels.

The site is located in a developed area as identified in the Hillingdon Local Plan (November 2012).

3.2 Proposed Scheme

The application seeks planning permission for the installation of new shop front involving alterations to elevations.

3.3 Relevant Planning History

7135/ADV/2015/64 127-133 Field End Road Eastcote Pinner
Installation of 11 illuminated and non illuminated signs

Decision:

7135/APP/2006/2008 127-133 Field End Road Eastcote Pinner
INSTALLATION OF ELECTRICALLY OPERATED EXTERNAL SECURITY SHUTTERS ON
TWO OF FIVE SHOPFRONT SECTIONS ONLY

Decision: 03-04-2007 Approved

7135/APP/2006/2937 127-133 Field End Road Eastcote Pinner
INSTALLATION OF AN ATM IN SHOPFRONT

Decision: 30-11-2006 Approved

7135/APP/2006/670 127-133 Field End Road Eastcote Pinner
INSTALLATION OF SOLID ROLLER SECURITY SHUTTERS TO SHOPFRONT.

Decision: 12-05-2006 WD

7135/N/94/3149 Budgens Supermarket 127-133 Field End Road Eastcote Pinner
Installation of internally illuminated fascia sign and fascia cladding panels

Decision: 30-01-1995 Approved

7135/R/98/3005 Budgens Supermarket 127-133 Field End Road Eastcote Pinner
Installation of various internally illuminated and non-illuminated signage

Decision: 13-05-1998 Approved

7135/S/98/0198 Budgens Supermarket 127-133 Field End Road Eastcote Pinner
Installation of a new shopfront

Decision: 06-05-1998 Approved

Comment on Planning History

The property currently has another planning application, reference number 7135/ADV/2015/64/ADV (installation of 11 x various illuminated and non illuminated signs), which is currently undecided.

4. Advertisement and Site Notice

4.1 Advertisement Expiry Date:- Not applicable

4.2 Site Notice Expiry Date:- Not applicable

5. Comments on Public Consult

Eastcote Residents Association, 7 neighbouring occupiers and 6 neighbouring shop units, were consulted on the application on 9th September 2015. By the close of the consultation period on 30th September 2015, no objections had been received.

6. UDP / LDF Designation and London Plan

The following UDP Policies are considered relevant to the application:-

Part 1 Policies:

PT1.BE1 (2012) Built Environment

Part 2 Policies:

BE28 Shop fronts - design and materials

DAS-SF Shopfronts, Hillingdon Design & Access Statement, Supplementary Planning Document, adopted July 2006

7. MAIN PLANNING ISSUES

7.1 Impact on the amenities of the occupiers of neighbouring residential properties

The proposal involves the replacement of the shopfront and thus will have no impact on adjoining occupiers.

7.2 Impact on Street Scene

The primary issues for consideration within the determination of this application relates to the impact of the proposal upon the visual amenity of the application property, the character and quality of the surrounding street scene, in addition to any impact upon pedestrian safety.

The proposed plans show 11 signs which are as follows:

- Signs 1 and 5 - New ALDI signage to fascia to consist of non-illuminated blue aluminium fascia panel with illuminated projecting white 'ALDI' lettering. Other lettering non projecting/non illuminated. Sign 1 on the front elevation measuring 24.86m x 1.20m, and sign 5 on rear elevation, measuring 6.08m x 1.20m, both consisting of a depth of 0.05m.
- Signs 2, 6, 8 and 10 - illuminated logo signs, measuring 0.84m x 1.02m and a depth of 0.12m
- Signs 3 and 11 - Vinyl ALDI logo to be applied to the inside of glazed panels at front and rear entrance doors, measuring 8.40m x 1m.
- Sign 4 - New illuminated projecting blade sign 'ALDI logo' fixed through to main ALDI signage board back to the existing pilaster.
- Sign 7 - Large rear ALDI signage to fascia to consist if blue aluminium fascia panel with illuminated projecting white 'ALDI' lettering. Other lettering to be non-illuminated/non projecting.
- Sign 9 - Small rear ALDI signage to fascia to consist if blue aluminium fascia panel with illuminated projecting white 'ALDI' lettering. Other lettering to be non-illuminated/non projecting.

These signs are currently being assessed under planning application 7135/ADV/2015/64/ADV. This proposal seeks planning permission for the installation of new shop front involving alterations to elevations.

Paragraph 5.3 of the Shopfronts HDAS states 'to respect its context a shopfront should be proportionate and relate well to the building facade, the fabric and the features of the building above, in terms of materials, colours and appropriate size and extent of advertising material'.

Paragraph 5.3 of the HDAS Shopfronts, also states, 'if the shop is part of a parade, all elements, including lettering and signage, should relate well with the other shop fronts to achieve visual co-ordination and consistency'.

The existing shop front of the building is located on the left hand side on the front elevation. The proposal seeks to remove the existing frontage and relocate it to the right hand side of the front elevation.

The new frontage will be approximately 4.26m, and will consist of new PPC aluminium framed glazing. The remaining front elevation of the building will also consist of the same aluminium glazed windows. The shop front will also consist of new external tiling at the entrance.

The windows on the front elevation of the building will consist of fully glazed windows that will be approximately 2.72m high. However, the bottom of the windows (approximately 0.91m above the bottom of the glass) the will consist of 'ALDI' advertisement vinyl and lettering to be applied on inside face of glazing to lower half of shopfront. Furthermore, above these advertisements, the window will consist of opaque/frosted film, which will be applied to the glass internally and will measure approximately 0.59m from the top of the advertisement at the bottom of the windows. This is considered to be acceptable, as the majority of the windows will be fully glazed, allowing visibility into the shop from the street.

The property which is a vacant foodstore is located on Field End Road, amongst a parade of various shops. The shop fronts on Field End Road all consist of various signage and lettering, and the proposed 'ALDI' signage being proposed is considered to complement and harmonise with the existing shop fronts.

Paragraph 5.5 of the HDAS Shopfronts states, 'in cases of shops with multiple frontages, lettering could be used to define different shop bays and break up the length of the fascia sign'.

The building will consist of a long fascia, which will consist of the shop name, 'ALDI', in large lettering. However, above the shop front will be an 'ALDI' sign, which will consist of slightly smaller lettering than the main 'ALDI' sign, located centrally on the front elevation of the building. The variation and positioning of the lettering of the fascia, helps to 'break-up' the long fascia and make it more appropriate in relation to the host building.

The proposal also involves some slight changes to the materials on the rear elevation. The proposed changes are bullet pointed below:

- New white rendered finish to be applied to existing wall
- Existing external door and existing shutter door to be retained and refurbished with new ironmongery and finishes
- New heavy duty bollards to protect loading entrance
- New satin finish stainless trolley park hoops and steel bollards
- New external tiling at entrance
- Existing rear entrance porch to be demolished and
- New aluminium framed glazed screens with sliding entrance and exit doors

The proposed material changes to the rear elevation are considered to be appropriate and are considered to have no detrimental impact upon the surrounding area.

7.3 Traffic Impact/Pedestrian Safety

No objections from the Council's Highway and Transport Officer. However a licence will be required for the sign over hanging the highway. Please see <http://www.hillingdon.gov.uk/article/22721/Projections-over-a-highway>. No impact on car parking.

7.4 Carparking & Layout

See above.

8. Reference Documents

Hillingdon Local Plan: Part One - Strategic Policies (November 2012)
Hillingdon Local Plan: Part Two - Saved UDP Policies (November 2012)
Hillingdon Design and Accessibility Statement: Shopfronts

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